LEO BURNETT U.S.A.
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# Enjoy smoking longer without smoking more.

Rich, full-flavored Saratoga 120's give *you extra smoking* time and extra smoking pleasure. And they cost no more than 100's.

# Saratoga 120's

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Regular: 16 mg "tar," 1.0 mg nicotine—
Menthol: 15 mg "tar," 1.0 mg nicotine
av. per cigarette, FTC Report Aug.'77

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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